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AMPAS

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October 20, 2008

TO: Glenn Robison
Office of the City Clerk

FROM: Kerry Morrison
Central Hollywood Coalition consultant

SUBJECT: Third Quarter Report – Sunset and Vine BID
July 1, 2008 - September 30, 2008

As is required in our Agreement with the City of Los Angeles, I am submitting the Third Quarter Report to summarize key activities of the Sunset & Vine BID. In addition, attached to this memo, is the quarterly financial report.

I. Operational Issues

- There were three resignations from the board during this quarter: Brad Folb, of Paramount Contractors; Susan Durante from the LA Film School, and George Nejame from Sunset Bronson Studios.
- A Bylaws Review working group was established after the September meeting to look at modifications to the bylaws to create staggered two year terms for board members in the new year, and to address other outstanding issues that deserve attention in streamlining or clarifying the CHC Bylaws. The members of the Working Group are Craig Donahue, Ryan Harter, Duke Gallagher and Dirk Degraeve. The working group met on October 1.
- Don Duckworth, of Duckworth Consulting, resigned his position as consultant to the Central Hollywood Coalition effective September 16, 2008. His responsibilities will be re-allocated to HPOA staff and Willdan Financial Services, subject to the Board's approval.
- Staff and Dirk Degraeve have met on two occasions now with the property owner/representative at 6222 Fountain. This particular property, which is located off the commercial corridor on Vine, was included in the BID's boundaries toward the end of the formation of the SVBID, by the city attorney, who was attempting to include "similarly zoned" properties in the boundary of the new BID. The property is largely a low income senior citizen housing complex, and has a commercial zone only because of the location of a small dentist and medical office on the premises, used primarily by the

residents. A cookie-cutter complex, directly across the street, without the medical offices, was not included in the BID. Two representatives

from the City Clerk's office, Miranda Paster and Dennis Rader, came to Hollywood to do a site visit and see first hand the illogical inclusion of this parcel in the BID. Research is underway to determine what actions, if any, might be available to the city to remove the parcel, or reduce the assessment.

- The August meeting of the board of directors was suspended due to summer vacations.

II Security

- To date (Sept 30), in the SVBID area, the following is logged: 571 private persons' arrests and 1,093 referrals to social services. Of the arrests, 47 percent are for drinking in public; 12 percent are for urinating in public and 4.5 percent are felony infractions. There were 535 radio calls to date.
- The SVBID was represented on a July field trip taken to "Step up on Second," a facility housing formerly homeless mentally ill people in Santa Monica's Third Street Promenade BID. The facility is a model for a similar facility that is needed in Hollywood.
- The Board authorized a contribution of \$14,000 to Social Services at Blessed Sacrament, a nonprofit organization that provides showers, clothing and food to homeless adults in Hollywood. It is an organization to which the BID security team frequently refers people.
- The board voted to prepare a letter, to forward to the CRA, in support of the Villas at Gower, the first permanent supportive housing project for the homeless slated for Hollywood. The board asked that the letter specifically articulate that BID resources must be dedicated to homeless issues and it would be more cost effective to have housing more readily available in the Hollywood area.
- Two change orders to the Andrews International Security contract were approved by the board at their July 15, 2008 meeting. First, The board approved \$2,500 in funds to share, in a proportionate basis with the Hollywood Entertainment District, the establishment of a bike patrol program in the BID. Second, the board reduced the number of hours required for firearms training from one time per month to bi-monthly.
- Efforts continue relative to finding the optimal location for a video surveillance camera that will be purchased by the BID and donated to the LAPD Hollywood Division. The location of choice initially, as recommended by the LAPD, was the intersection of Sunset and Vine. After unsuccessful attempts to work with CRA Engineering staff to secure

permission to install a repeater on the Arclight parking structure (owned by the CRA), the location of choice shifted to the intersection of Sunset & Cahuenga. A meeting was held on September 4 at the police station with the new captain, Bea Girmala, and representatives from Metro Video and the owners of the CNN Building. Ultimately, after a site visit, it was determined that the preferable location for the camera would be to use the ATSAC pole, with a repeater either on the CNN Building or the Arclight Building. A letter was sent to the head of DOT, requesting permission to use the ATSAC pole, and Metro Video ultimately determined that the CNN Building would not be the optimal host for the repeater due to the conflicting frequencies associated with all the equipment on their roof. Negotiations for rooftop access on top of the Amoeba Building are currently underway.

III Streetscape Issues

- Representatives of the Sunset & Vine BID, along with the HED, took a field trip to Culver City in late June to look at the various streetscape elements (e.g., trees, furniture, downtown amenities) in order to bring back ideas for Hollywood.
- A subcommittee has been formed with work with staff, and members from the HED area, in overseeing a competitive bidding process for the maintenance contract. The request for proposal (RFP) will be sent out in early October, and this process will dominate the attention of the Streetscape Committee during the fourth quarter of the year. The current contract with Clean Street expires on December 31 of this year.
- A meeting, organized by HPOA staff, was held with members of both BIDs, the council office, Cal Trans, neighborhood councils and a representative from Assemblymember Kevin DeLeon's office to advocate for a clean-up of Highway 101 off and on ramps, by Cal Trans.
- On August 13, 2008, at the AMPAS Pickford Center, property owners from the Sunset & Vine BID, were invited, along with HED stakeholders, to view the William Whyte documentary, "The Social Life of Small Urban Spaces." A presentation by Emily Gabel-Luddy and Simon Pastucha, from the LA City Planning Department, on the new "walkability checklist" followed.
- At their September meeting, the Board authorized a special pressure washing initiative, at a cost of \$6,600, to deep clean approximately 20 extremely

impacted areas throughout the BID. The work was conducted in September.

IV Marketing Issues

- A marketing brainstorming meeting was held in August with stakeholders from both the Sunset and Hollywood BIDs to seek input on themes and activities to pursue in the new year. These will be forwarded to a new Marketing Committee that will be created after the new year.
- A late-summer issues of the newsletter was produced and distributed in September.